

## REMARKS

In view of the above amendments and the following remarks, reconsideration of the rejections and further examination are requested.

Claims 21-40 were pending in this application. Claims 21-28 and 30-40 are amended herein. No new matter has been added.

The specification and abstract have been carefully reviewed and revised to make grammatical and idiomatic improvements in order to aid the Examiner in further consideration of the application. Amendments to the specification are contained herein. Moreover, a substitute Abstract including revisions has been prepared and is submitted herewith. Also submitted herewith is a marked-up copy of the Abstract indicating the changes incorporated therein. No new matter has been added.

The claims have been rejected as indicated below.

Claims 21-32 and 34-40 have been rejected under 35 U.S.C. § 102(e) as being anticipated by Huddelston et al. (U.S. Patent Application Publication No. 2004/0006541) (hereinafter referred to as "Huddelston").

Claim 33 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over Huddelstone in view of Kurauchi (U.S. Patent Application Publication No. 2002/0199201) (hereinafter referred to as "Kurauchi").

Independent claims 21-26 and 37-40 have been amended to distinguish over the references cited by the Examiner.

The above rejections are submitted to be inapplicable to the amended claims for the following reasons.

With exemplary reference to the figures, claim 21 sets forth a content distribution system 101 for distributing a content provided by a manufacturer, said content distribution system 101 comprising an information distribution device 11, 12, 13, a manufacturer terminal 30 and a content receiving device 21, 22, 23 which are connectable with one another via a communications line, wherein: said information distribution device 11, 12, 13 includes an encryption distribution means 72 for encrypting and distributing the content, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the

content, associated with the manufacturer; said content receiving device 21, 22, 23 includes a product purchase information input means 84 for accepting an input of product purchase information, and a product purchase information sending means 83 for sending the inputted product purchase information to the manufacturer terminal 30; said manufacturer terminal 30 includes a product purchase information receiving means 123 for receiving the sent product purchase information, and a decryption key delivery means 121, 123 which includes a first memory 125 for storing a decryption key, and which, upon receiving the sent product purchase information, reads the decryption key from said first memory 125 and delivers the decryption key to said content receiving device 21, 22, 23; said content receiving device 21, 22, 23 further includes a decryption key receiving means 83 for receiving the decryption key delivered by said manufacturer terminal 30, a decryption key storage means having a second memory 85, said second memory 85 being adapted for storing the received decryption key, an input means 84 for accepting an operation which enables use of the decryption key stored in said second memory 85, and a decryption key sending means 83 which, upon receiving the operation from said input means 84, reads the decryption key from said second memory 85 and sends the decryption key to said information distribution device 11, 12, 13; said information distribution device 11, 12, 13 further includes a decryption means 73 which receives the decryption key sent from said decryption key sending means 83 and uses the received decryption key to decrypt the content distributed by said encryption distribution means 72; and said content receiving means 21, 22, 23 further includes a receiving means 93 for receiving the content sent by said encryption distribution means 72, and an audiovisual means 92 for reproducing the content received by said receiving means 93.

In contrast to the invention recited in claim 21, Huddelston does not disclose a content distribution system for distributing a content provided by a manufacturer which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer.

Instead, Huddelston merely discloses that a user selects content he desires to purchase and purchases the selected content (see para. [0052], lines 3-16, and para. [0053]). After payment, a processor copies the selected content from a cache 42 of a radio 30 into a permanent

storage 44 of the radio 30. Moreover, there is no disclosure or suggestion in Huddelston to modify the content purchasing system to require purchase of a product, other than the selected content, as a condition for copying the content into the storage 44.

Consequently, Huddelston does not disclose a content distribution system for distributing a content provided by a manufacturer which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer. As a result, Huddelston cannot logically disclose a content receiving device that includes a product purchase information input means for accepting an input of product purchase information, and a product purchase information sending means for sending the inputted product purchase information to a manufacturer terminal, as also recited in claim 21.

Moreover, Huddelston cannot logically disclose a manufacturer terminal that includes a product purchase information receiving means for receiving sent product purchase information, and a decryption key delivery means which includes a first memory for storing a decryption key, and which, upon receiving the sent product purchase information, reads the decryption key from the first memory and delivers the decryption key to the content receiving device, as also recited in claim 21.

For at least the reasons discussed above, it is believed clear that Huddelston fails to disclose or suggest the present invention as recited in claim 21.

Regarding the combination of Huddelston and Kurauchi, Kurauchi is relied upon in the rejection as disclosing the capability of removing commercials for purposes of content distribution. However, it is clear that Kurauchi also fails to disclose or suggest the above-discussed distinctions of the content distribution system recited in claim 21.

Claims 22-26 and 37-40 are patentable over the references relied upon in the rejections for reasons similar to those set forth above in support of claim 21. That is, each of claims 22-26 and 37-40 similarly recite *distributing a content provided by a manufacturer, which becomes audible or visible to a user on a condition that the user has purchased a product, other than the content, associated with the manufacturer*.

It is respectfully submitted that claims 31 and 32 are patentable on their own merits. Claim 31 recites that the decryption key given as the result of a product purchase is allowed to be

used when a selling quantity of products made by the at least one manufacturer exceeds a certain value.

In the Office Action, the Examiner has taken the position that Huddelston teaches this feature in paragraph [0051]. However, paragraph [0051] merely describes that content may include information about related content such as identification of a clip or a section of text, and that the price information may have information about different prices for different rights. Paragraph [0051] of Huddelston does not disclose a cost or clip section of text exceeding a certain value. Moreover, there is no suggestion in Huddelston to modify the content distribution system such that a content is distributed when a selling quantity of purchased products, other than the content to be distributed, exceeds a certain value.

Claim 32 recites that the decryption key is given to a winner of a lottery held at a time of purchasing products from the at least one manufacturer.

In the Office Action, the Examiner has taken the position that Huddelston discloses this feature in paragraph [0052]. However, paragraph [0052] merely describes a user selecting and purchasing selected content, and does not mention a lottery, much less a winner of a lottery. Moreover, there is no disclosure or suggestion in Huddelston to relate selected content to a winner of a lottery.

For at least the reasons set forth above, it is believed clear that claims 21-26 and 37-40 are not anticipated by Huddelston under 35 U.S.C. § 102. Furthermore, for at least the reasons set forth above, it is respectfully submitted that one of ordinary skill in the art at the time the invention was made would not have found it obvious to modify Huddelston under 35 U.S.C. § 103(a) in such a manner as to result in the invention of claim 21-26 and 37-40. Therefore, it is respectfully submitted that claims 21-40 are clearly allowable over the prior art of record.

In view of the foregoing amendments and remarks, all of the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action are respectfully solicited.

Should the Examiner believe there are any remaining issues that must be resolved before this application can be passed to issue, it is respectfully requested that the Examiner contact the undersigned by telephone in order to resolve such issues.

Respectfully submitted,

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